

# Cannes Lions: SA makes Friday shortlists

CANNES, FRANCE: South Africa has made the Film Lions and Film Craft Lions shortlists but not Titanium and Integrated. We also have one contender for the newly established Grand Prix for Good. These last shortlists were released this morning, Friday, 25 June 2010. [\[twitterfall\]](#) [\[blog\]](#)



## SA shortlists

Shortlist	Title	Advertiser /client	Product	Entrant company	Production company
Grand Prix for Good	A CAMPAIGN DESIGNED TO DROP SALES	INTERNATIONAL ORGANISATION FOR MIGRATION	COUNTER HUMAN TRAFFICKING	TBWAHUNTILASCARIS JOHANNESBURG	
Film	SO BACKWARDS	1ST FOR WOMEN INSURANCE	INSURANCE	BLACK RIVER F.C. Johannesburg	BOUFFANT Johannesburg
Film	WRESTLER	ADCOCK INGRAM	COMPRAL PAIN RELIEVER	DRAFTFCB JOHANNESBURG	FRESH EYE FILMS Johannesburg
Film	DRUMMER	ADCOCK INGRAM	COMPRAL PAIN RELIEVER	DRAFTFCB JOHANNESBURG	FRESH EYE FILMS Johannesburg
Film	LEGEND	ALLAN GRAY	LONG-TERM INVESTMENTS	KING JAMES Cape Town	VELOCITY FILMS Johannesburg
Film	LUTHULI PRINCESSES	APARTHEID MUSEUM	MUSEUM	TBWAHUNTILASCARIS JOHANNESBURG	BOUFFANT Johannesburg
Film	TAMBO ROUNDHOUSE KICK	APARTHEID MUSEUM	MUSEUM	TBWAHUNTILASCARIS JOHANNESBURG	BOUFFANT Johannesburg
Film	LUTHULI BEANIE	APARTHEID MUSEUM	MUSEUM	TBWAHUNTILASCARIS JOHANNESBURG	BOUFFANT Johannesburg
Film	SLOVO DIVAS	APARTHEID MUSEUM	MUSEUM	TBWAHUNTILASCARIS JOHANNESBURG	BOUFFANT Johannesburg
Film	CAFE OWNERS VS MAMAS	BP	WORLD CUP 2010 SPONSORSHIP	Ogilvy JOHANNESBURG	BOUFFANT Johannesburg
Film	CAR GUARDS VS BOYTIES	BP	WORLD CUP 2010 SPONSORSHIP	Ogilvy JOHANNESBURG	BOUFFANT Johannesburg
Film	OSTRICH	CADBURY	CHOCOLATE	SAATCHI & SAATCHI JOHANNESBURG	CATAPULT COMMERCIALS Johannesburg
Film	NEW GUY	CADBURY SOUTH AFRICA	STIMOROL AIR RUSH GUM	Ogilvy CAPE TOWN	VELOCITY FILMS Johannesburg
Film	WILDEBEEST	GARMIN	PERSONAL NAVIGATION DEVICE (GPS)	VOLCANO ADVERTISING Johannesburg	EGG FILMS Johannesburg
Film	PACKERS	McDONALD'S	McDONALD'S HOURS	DDB SOUTH AFRICA Johannesburg	FILM MACHINE Johannesburg
Film	CLEANER	McDONALD'S	McDONALD'S HOURS	DDB SOUTH AFRICA Johannesburg	FILM MACHINE Johannesburg
Film	CAT	MEDAL PAINTS	PAINT	LOWE BULL Johannesburg	BOUFFANT Johannesburg
Film	KNICKERS	MEDAL PAINTS	PAINT	LOWE BULL Johannesburg	BOUFFANT Johannesburg
Film	KISS	NKOSI'S HAVEN	RESIDENTIAL CARE	CHEIL WORLDWIDE COMMUNICATIONS Johannesburg	KOJAK FILMS Johannesburg
Film	HUG	PHARMADYNAMICS	TEXA ANTI-HAY FEVER TABLET	SINGH&SONS Cape Town	HUMANOID FILMS Johannesburg
Film	TOO SLOW	PHARMADYNAMICS	TEXA ANTI-HAY FEVER TABLET	SINGH&SONS Cape Town	HUMANOID FILMS Johannesburg

Film	NO	POWA (PEOPLE AGAINST WOMEN ABUSE)	RAPE AWARENESS	METROPOLITAN REPUBLIC Johannesburg	HOTEL DE VILLE Johannesburg
Film	ROY SULLIVAN	TETRAPAK	PACKAGING	LOWE BULL Johannesburg	VELOCITY FILMS Cape Town
Film	SELINAH	THE TOPSY FOUNDATION	AIDS FOUNDATION FUNDRAISING	OGILVY JOHANNESBURG	EGG FILMS Cape Town
Film craft	RAIN	NEDBANK	INVESTMENT SERVICES	NET#WORK BBDO Johannesburg	HUMANOID FILMS Johannesburg / EGG FILMS Johannesburg
Film craft	NATURE OF WISDOM	OLD MUTUAL	FINANCIAL SERVICES	DRAFTFCB JOHANNESBURG	EGG FILMS Cape Town
Film craft	LIGHTNING	TETRAPAK	ECO-FRIENDLY PACKAGING	VELOCITY FILMS Johannesburg	VELOCITY FILMS Johannesburg
Film craft	SELINAH	THE TOPSY FOUNDATION	AIDS APPEAL	OGILVY JOHANNESBURG	EGG FILMS Cape Town

## Sorted by agency

Entrant company	Production company	Shortlist	Title	Advertiser /client	Product
TBWAHUNTLASCARIS JOHANNESBURG		Grand Prix for Good	A CAMPAIGN DESIGNED TO DROP SALES	INTERNATIONAL ORGANISATION FOR MIGRATION	COUNTER HUMAN TRAFFICKING
TBWAHUNTLASCARIS JOHANNESBURG	BOUFFANT Johannesburg	Film	LUTHULI PRINCESSES	APARTHEID MUSEUM	MUSEUM
TBWAHUNTLASCARIS JOHANNESBURG	BOUFFANT Johannesburg	Film	TAMBO ROUNDHOUSE KICK	APARTHEID MUSEUM	MUSEUM
TBWAHUNTLASCARIS JOHANNESBURG	BOUFFANT Johannesburg	Film	LUTHULI BEANIE	APARTHEID MUSEUM	MUSEUM
TBWAHUNTLASCARIS JOHANNESBURG	BOUFFANT Johannesburg	Film	SLOVO DIVAS	APARTHEID MUSEUM	MUSEUM
OGILVY JOHANNESBURG	BOUFFANT Johannesburg	Film	CAFE OWNERS VS MAMAS	BP	WORLD CUP 2010 SPONSORSHIP
OGILVY JOHANNESBURG	BOUFFANT Johannesburg	Film	CAR GUARDS VS BOYTIES	BP	WORLD CUP 2010 SPONSORSHIP
OGILVY JOHANNESBURG	EGG FILMS Cape Town	Film	SELINAH	THE TOPSY FOUNDATION	AIDS FOUNDATION FUNDRAISING
OGILVY JOHANNESBURG	EGG FILMS Cape Town	Film craft	SELINAH	THE TOPSY FOUNDATION	AIDS APPEAL
OGILVY CAPE TOWN	VELOCITY FILMS Johannesburg	Film	NEW GUY	CADBURRY SOUTH AFRICA	STIMOROL AIR RUSH GUM
LOWE BULL Johannesburg	BOUFFANT Johannesburg	Film	CAT	MEDAL PAINTS	PAINT
LOWE BULL Johannesburg	BOUFFANT Johannesburg	Film	KNICKERS	MEDAL PAINTS	PAINT
LOWE BULL Johannesburg	VELOCITY FILMS Cape Town	Film	ROY SULLIVAN	TETRAPAK	PACKAGING
DRAFTFCB JOHANNESBURG	EGG FILMS Cape Town	Film craft	NATURE OF WISDOM	OLD MUTUAL	FINANCIAL SERVICES
DRAFTFCB JOHANNESBURG	FRESH EYE FILMS Johannesburg	Film	WRESTLER	ADCOCK INGRAM	COMPRAL PAIN RELIEVER
DRAFTFCB JOHANNESBURG	FRESH EYE FILMS Johannesburg	Film	DRUMMER	ADCOCK INGRAM	COMPRAL PAIN RELIEVER
SINGH&SONS Cape Town	HUMANOID FILMS Johannesburg	Film	HUG	PHARMADYNAMICS	TEXA ANTI-HAY FEVER TABLET
SINGH&SONS Cape Town	HUMANOID FILMS Johannesburg	Film	TOO SLOW	PHARMADYNAMICS	TEXA ANTI-HAY FEVER TABLET
DDB SOUTH AFRICA Johannesburg	FILMMACHINE Johannesburg	Film	PACKERS	McDONALD'S	McDONALD'S HOURS
DDB SOUTH AFRICA Johannesburg	FILMMACHINE Johannesburg	Film	CLEANER	McDONALD'S	McDONALD'S HOURS
VELOCITY FILMS Johannesburg	VELOCITY FILMS Johannesburg	Film craft	LIGHTNING	TETRAPAK	ECO-FRIENDLY PACKAGING
BLACK RIVER F.C. Johannesburg	BOUFFANT Johannesburg	Film	SO BACKWARDS	1ST FOR WOMEN INSURANCE	INSURANCE
CHEIL WORLDWIDE COMMUNICATIONS Johannesburg	KOJAK FILMS Johannesburg	Film	KISS	NKOSI'S HAVEN	RESIDENTIAL CARE
KING JAMES Cape Town	VELOCITY FILMS Johannesburg	Film	LEGEND	ALLAN GRAY	LONG-TERM INVESTMENTS

METROPOLITAN REPUBLIC Johannesburg	HOTEL DE VILLE Johannesburg	Film	NO	POWA (PEOPLE AGAINST WOMEN ABUSE)	RAPE AWARENESS
NET#WORK BBDO Johannesburg	HUMANOID FILMS Johannesburg / EGG FILMS Johannesburg	Film craft	RAIN	NEDBANK	INVESTMENT SERVICES
SAATCHI & SAATCHI JOHANNESBURG	CATAPULT COMMERCIALS Johannesburg	Film	OSTRICH	CADBURY	CHOCOLATE
VOLCANO ADVERTISING Johannesburg	EGG FILMS Johannesburg	Film	WILDEBEEST	GARMIN	PERSONAL NAVIGATION DEVICE (GPS)

For the full shortlists, go to:

- [Film Lions](#)
- [Titanium and Integrated Lions](#)
- [Film Craft Lions](#)
- [Grand Prix for Good contenders](#) All remaining winners to be announced on Saturday 26 June.

**For more:**

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